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Subject: Debit Card Fees

Currently, I feel consumers are not adequately informed that a fee is being charged when making pin-based transactions. Pin-based fees should definitely be disclosed (at the very least) on a terminal receipt, whether or not the fee is part of the transaction or is a separate transaction. I have received statements from my bank saying "\$2.00 – Service Charge" and that is the only information I get as to where that \$2.00 was assessed. I have no idea if it is my bank, or if it is any retail establishment I used my debit card in, until I physically go to the bank and have them run through my activity and tell me specifically where that charge was assessed.

I just started to figure out that this is going on – this extra fee. I feel it is currently a hidden fee, there is no disclosure by the establishment that using my pin will result in me being charged a \$X fee as there is at ATMs. I think the consumer should be warned beforehand, and have the option to continue with payment via the pin-based debit, or use some other form of payment for which no fee will be assessed. This could be as simple as having a sign up that says "using a pin-based debit card to make your transaction will result in a service charge of \$x in addition to your total. This service charge will show up on your monthly debit card statement" or something to that effect, while the electronic systems used at the point-of-sale are transitioned over to something that allows the customer to agree to and accept the fee before continuing the transactions (like an ATM currently does).

Thanks very much,

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